THE HAPPIEST DO-GOODERS IN BOBBY-SOX:

THE GIRL GUIDES

Arriving Nova Scotia:

The streets of Canada: Winnipeg's Main Street

ROBERT THOMAS ALLEN SAYS WOMEN ARE CROOKS

MACLEAN'S





before trucks began to play their important part



in building and maintaining the roads



so essential to our modern way of life.



international Trucks

- Atomic insurance next, but price may be high → 4 vaccines in 1 will dry your kids' tears - TV beauty Toby's bringing us a musical hrt.

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BACKSTAGE AT OTTAWA

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BACKSTAGE IN THE SUBWAY

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Rditorial

Love is something more than sex but you'd never know it nowadays

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General Electric brings you beautiful

automation for your kitchen

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Are you ready for emergencies like these?

* S. Renner, School College, Str. S. Street, Str. Land. Spring.

For the sake of argument

Why don't my fellow snobs get wise?

Que St. Lewrence On honey new centamer ...

THE RT LEWISTINGS STANDAGOMPANY LIMITED - History Professionay

SHELL FROM A TO Z - AN ALPHABET OF GOOD THINGS ABOUT PETROLEUM



Galaxy Gasoline tax



Go-devil

Goldilocks

Good citizen

Growing

Gusher

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Sign of a better future for you SHELL OIL COMPANY OF CANADA, LIMITED







How Diefenbaker

took London by storm







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MAN DEFICE TRANSPORT CANADA



The girls who gatecrashed the Boy Scouts



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How Ted Heinrich packs them into his museum

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By McKennie Parter reconstruct representation

To solve you haven't seen the lotter evaluation of the



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The death of the majestic elm

By Dunctic Mid and

Wage a is almost recorded to believe

A LONG - AWAITED LITERARY EVENT:

Maclean's here presents a sparkling excerpt from

Gabrielle Roy's fourth novel Bue Deschambault

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our "Note!" are vessell when you had? me as may she had would love it.

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Robert Thomas Allen says

WOMEN ARE CROOKS

They don't believe in paying teses, he to enstrone men

without blenhing, and think debts see a matter of column. They wouldn't ditak of doing snything wrong, says Boh they put don't know what honesty is

Bab can hardly get a eigerette past commany has wafe looks innocent and rides he with a bundle of boots

the local hatted "Wat - what i the prob-



THE STREETS OF CANADA

Main Street, WINNIPEG



TEXT OF POSENT COLUMN

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The Sensor of County Made STREET, WENGERS contract

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In growing communities everywhere . . . they're saying



Country Scheeley or Director of complete up retailer

Maclean's Movies

NAMED BY CATHE GROOGE BOT BUT

A FACE IN THE CHARGE LAST STEELS Solutions has equilated by their cheek care to expending a fee fee some

NOW TO TAILBOX A BACK ENGINE A Spine touch a model—or of the school hand these med Consum—or copy of the Stead constraint

The boarding stations when Auto-

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Enjoy the warmth of summer all winter long . . .

with the automotic ferning provided by on OIL-FIRED VIKING Junior BOILER

An he, no they bear key Warden King

THE REAL PLANE OF MARIN



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FOR REFRESHING RELAXATION ...

Laball's CRYSTAL LAGER BEER

How to arrive at the Savoy in a very good temper

Away day to Earnes by Soper Count Status - Ban-





YOU TAKE

A BATH...

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By Simphier







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cloakroom business





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AUTONATIC OIL ENES

Tilon. Warm W: for a lifetime of Dependable, Healthful and Trouble-free HOME HEATING



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The best friend your hors d'oeuvres ever had...







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The steak that spelled freedom

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Since the "good old days

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HEINZ JUNIOR FOODS

IT'S TWICE THE DRINK WITH

GILBEY'S

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Other's and just on First Differs's

"Gallers" who dea't know a divet from a ffrom



Canadas most modern

Gasolines



Most Mr. B-A ... he'r afream plad THE BRITISH AMERICAN OIL COMPANY LIMITED





"Gosh, they're as big as eggs!"

Hall stones They're all over the lower board and

Accepting Suppliery Commercing on proposition a succi-They do it by making intelligent use of over

MASSEY-HARRIS-FERGUSON LIMITED

The death of the propertic eign common from page 17

PATERTAINMENT HAS CHANGED SINCE THE WISER DAYS OF 1857.

MIT AFTER 100 YEARS, WISER'S IS STILL THE SPIRIT OF HOSPITALITY

Wiser's DE LUXE CANADIAN WHISKY . SINCE 1857









Leader Letter







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defy gale winds and driving rain!





Glebby, Lerost Photosi Manufathers



Versatile partners serving Canada and the free world























People who really know cars get vears-shead Quaker State for maximum performance



New York Helerich pecks there into his manager control from page 16 The formula: press agentry, stary lighting and gala Open Nights



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ALL CANADIAN



"Prairie Village" was painted by the Canadian artist Kenneth C. Lochhead, S.S.A. This is one of a series of paintings depicting all-Canadian scenes commissioned by Canadian Oil Companies, Limited. With the full co-operation of The National Gallery of Canada, several of this country's most distinguished artists were selected to portray their impressions of their native land. Reproductions of this painting, (18" x 14½") suitable for framing, are available on request at no charge. Request forms may be ohmined at all White Rose Dealers.

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